



# Not Just Once

The Bimonthly Newsletter of CMS' National Medicare Mammography Campaign

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## WELCOME!

In this issue, we feature nationwide updates from National Breast Cancer Awareness Month (page 2) and the Susan G. Komen Breast Cancer Foundation (page 3), and a report of state-level mammography promotion in Virginia (page 4).

We also highlight the activities of the Centers for Medicare & Medicaid Services (CMS) National Medicare Mammography Campaign. CMS is partnering with the Centers for Disease Control and Prevention to distribute a new mammography educational brochure (see page 5). CMS will continue to work with the National Cancer Institute to print and distribute "Not Just Once" themed materials and create new educational materials. We also look forward to collaboration with the Office on Women's Health (OWH) and its contractors, the Centers of Excellence in Women's Health. We plan that CMS' Mammography Coordinators will team up with their regional OWH representatives, Centers of Excellence and Community Centers of Excellence for local education and outreach.

In other news, Michael O'Grady, the Assistant Secretary of Planning & Evaluation, recently announced the establishment of a liaison initiative on breast cancer education for the Department of Health & Human Services (DHHS). Gail McGrath, previously of CMS' Center for Beneficiary Choices, is leading this new initiative and has convened a working group of the DHHS agencies, including CMS.

*Not Just Once* focuses on the work of the Medicare Mammography Campaign, contractors, and other partners. As always, we encourage YOU to submit ideas or stories. Please send these to Editor Maribeth Fonner at [maribeth.fonner@cms.hhs.gov](mailto:maribeth.fonner@cms.hhs.gov) or phone her at (816) 426-6349.

Sincerely,

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## National Breast Cancer Awareness Month Strives to Promote Early Detection

-Susan N. Nathanson, PhD

National Breast Cancer Awareness Month (NBCAM) was created 20 years ago by three organizations: AstraZeneca Healthcare Foundation, CancerCare, and the American Association of Family Physicians. The concept was to educate women about breast cancer, mammography screening and early detection, as well as facts about the disease. Additionally, the founding organizations sought to encourage women to talk about breast cancer comfortably, to share information with friends, and to understand the available options for detection and treatment.

In an effort to enhance the credibility of NBCAM's messages and extend its reach to the broadest audience possible, NBCAM's founders created the Board of Sponsors (BOS). The BOS consists of representatives from leading professional, government and advocacy organizations related to breast cancer. This group has been instrumental in defining the topics NBCAM should address and developing consensus positions on these topics.

From its inception, NBCAM emphasized the importance of early detection of breast cancer through mammography screening. "Early detection saves lives" is a mantra with which many have become familiar over the past 20 years. This mantra is based on the concept that the sooner breast cancer is detected, the less likely a woman will need highly invasive and uncomfortable

treatments, and the more likely she will survive the disease. This is perhaps more true today that it was 20 years ago. Significant progress in mammography technology is helping physicians to diagnose the disease earlier and new treatment options mean more comfortable treatments and improved outcomes.

Recent studies have indicated that a significant number of women over 40 years of age fail to get an annual mammogram. A variety of reasons for this have been provided, including lack of financial resources and lack of time. This data reflects an ongoing need for communication regarding mammography resources for the under- and uninsured. Additionally, it seems that many women fail to appreciate that the time it takes to have an annual mammogram is far less than time, expense, and energy required for the treatment of advanced breast cancer.

In an effort to address these communications needs, NBCAM will continue its awareness efforts this Fall through the following initiatives:

- On September 22, NBCAM sponsored a radio media tour with Dr. Daniel Kopans, Professor of Radiology at Harvard Medical School and Director of Breast Imaging at Massachusetts General Hospital. During this tour, Dr. Kopans conducted interviews with 10 radio stations across the country. He addressed the need for women to begin mammography screening at age 40 and to continue annual

mammograms after that, as well as new developments in breast cancer screening.

- NBCAM will distribute a brief news article that emphasizes the importance of annual mammography screening in the detection of breast cancer to community newspapers around the United States.
- We will continue to urge minority and older women to engage in mammography screening; many women over 60 years of age feel that screening for breast cancer is not necessary and that they are less at risk than when they were younger.

We encourage individuals to make use of our on-line greeting cards that serve as a reminder to "pass the word" to friends and family members about the importance of annual mammography screening after age 40. A radio news release about mammography screening is available

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## Komen Champions for the Cure™ Shine Spotlight on Role of Mammography in Eliminating Disparities

-Diane Balma

As part of a coordinated grassroots advocacy campaign, Affiliates of the Susan G. Komen Breast Cancer Foundation have been staging unique media events to draw the attention of the public, policymakers and the press. These media events highlight the importance of access to high quality mammography services and early detection in populations disproportionately impacted by breast cancer.

Supporting early detection and reducing disparities in low-income and uninsured populations remains a focus of the Komen Foundation and its grassroots public policy program, Komen Champions for the Cure™.

Launched in Spring 2002 as a pilot program, Komen Champions was inspired by the more than 75,000 Komen volunteers who are dedicated to meeting the unmet breast cancer related needs in their local communities. The program is designed to educate policymakers, community leaders, patients, advocates and the public about how they can make a difference in the war on breast cancer. Currently, twenty Komen Affiliates, representing every region of the country, are actively engaged in the program, and the list of participating Affiliates is growing.

As part of the program, participating Komen Affiliates meet with their community leaders, media outlets and public officials to educate them about the urgent need to reduce disparities in populations disproportionately impacted by

breast cancer. These Komen Affiliates also bring their message about the importance of mammography and early detection to community events, including Komen Race for the Cure® and other events across the country.

Komen Champions for the Cure™ complements other programs, activities and initiatives conducted by the Komen Foundation. Since its inception in 1982, the Foundation has awarded more than 850 grants, totaling more than \$110 million for breast cancer research. As the largest private funding source for breast cancer research, the Foundation continues to invest for a cure for breast cancer for future generations. But it also remains committed to meeting the immediate breast health needs of women and their families facing breast cancer today — especially those populations that are disproportionately impacted by the disease.

Recent studies report that low-income and uninsured women are more likely to be diagnosed with late-stage breast cancer and are also more likely to die from the disease. In the past two years, Komen Champions have made strides in raising awareness about the importance of early detection in eliminating disparities by

executing a series of well-publicized site visits to Komen grantees that provide mammography and other services. These site visits bring public officials together with breast cancer patients, survivors and the medical professionals who serve them in a setting that dramatizes the importance of detecting breast cancer early, when it's most treatable.

During the visits, the assembled advocates have the opportunity to address members of the press about breast cancer disparities and the importance of early detection. In addition, the advocates provide information about ways in which local women who meet eligibility guidelines can access mammograms through programs such as the National Breast and Cervical Cancer Early Detection Program, which provides mammograms to low-income, uninsured and underserved women.

Low-income and minority women at risk of breast cancer, especially seniors, are often difficult for providers to reach. Komen Champions work to maximize press coverage of these events so that local women who could potentially qualify for a free mammogram can learn about their options.

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The Susan G. Komen  
Breast Cancer Foundation

## Virginia Mammography Campaign Earns Extensive Media Coverage

-Heidi F. Chadwick

"Despite breast cancer being the most commonly diagnosed cancer in Virginia women, more than 40 percent of Medicare eligible women in Virginia, or approximately 38,000 women, did not receive a screening mammogram in the past two years, according to data released today by the Virginia Health Quality Center (VHQC)."

So began the press release issued by the VHQC, Virginia's Medicare Quality Improvement Organization, on July 20, 2004. The release reported on recent Medicare claims data that showed Virginia's statewide mammography rate for women with Medicare age 50-67 was a low 59.4 percent during the time period July 2001-June 2003. The release proceeded to report that 71 Virginia counties and cities failed to even meet Virginia's remarkably low statewide average. The national average for mammography screening is also 59.4 percent during the same timeframe.

The release was electronically distributed to all Virginia newspapers, TV stations and radio stations. Newspaper and TV reporters/editors in Virginia's largest markets, along with the Virginia bureau of the *Associated Press*, were personally "pitched" the news story by the VHQC's communications department the day before the release to build interest. County/city-specific data accompanying the press release was highlighted to help media outlets personalize the story to their localities and make it more interesting to their readers/viewers.

The resulting media coverage was tremendous, with 40 media stories related to the campaign. The *Associated Press* did an extensive wire story that featured an interview with the VHQC's Chief Medical Officer, Sallie S. Cook, MD. The wire story was reprinted by The Washington Post and the Richmond Times-Dispatch, and by more than 16 other newspapers across the state, in both large cities and smaller communities. Other newspapers wrote their own stories or reprinted the VHQC's press release.

Six TV stations around the state did a total of nine stories on the mammography rates. *WRIC-TV Channel 8* in Richmond led off its 6 p.m. newscast with a live broadcast from the VHQC headquarters reporting on the data release. Numerous radio stations, including the *Metro Radio Network*, which provides news to 25 radio stations in the Washington, D.C., northern Virginia and suburban Maryland area, provided additional media coverage.

The VHQC's mammography media campaign was based on similar campaigns conducted by IPRO in New York and the Iowa Foundation for Medical Care (IFMC). The VHQC's communications department worked closely with the Physician Office team and members of the analytic department to create the mammography rates media materials. Rate tables for all the counties/cities in Virginia were developed to help the news media compare

their local rates with those of other localities. The VHQC's analytic department prepared a colorful map that compared mammography rates among Virginia's five regions. The map, along with charts of local rates, were value-added features to the press release that were utilized by newspapers and TV stations throughout the state.

In conjunction with the successful July media campaign, the VHQC is also implementing a mailing campaign to women with Medicare. Based on similar campaigns developed by IFMC and North Dakota Health Care Review, the VHQC is partnering with physician offices around Virginia to promote mammograms among patients with Medicare during National Breast Cancer Awareness Month in October. Patients of participating offices will be sent a letter under their physician's signature and letterhead, urging them to make a mammography appointment and providing information on the nearest mammography center.

The VHQC has plans to create a similar media campaign in November during Diabetes Awareness Month to raise awareness about Virginia's low rates for annual dilated eye exams among diabetic patients with Medicare. It is hoped the campaign will be a stimulus to quality improvement activities, similar to the goal of raising awareness of the low mammography screening rates in the state.

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## CMS Forms New Partnership with CDC

The Centers for Medicare & Medicaid Services (CMS) is working with the Centers for Disease Control & Prevention (CDC) to print and distribute a new educational brochure, "Understanding Mammograms: A Test for Breast Cancer." This three-color brochure uses a question-and-answer format to provide information about screening mammography and breast cancer. It also addresses accuracy of mammography and describes follow-up testing. Medicare and other payors' coverage of screening mammograms is discussed, as is the CDC's National Breast & Cervical Cancer Early Detection Program.

CDC will be pre-testing a draft of the brochure this Fall, with final printing scheduled for Spring 2005. More information will be provided in an upcoming issue of the **Not Just Once Newsletter**.

### ...Breast Cancer Awareness Month... continued from Page 2

on the NBCAM Web site as well. This news release features Kevin Brady, the Deputy Director of the Division of Cancer Prevention & Control at the Centers for Disease Control and Prevention.

Logos of the pink ribbon, the NBCAM 20 year logo, and the historic NBCAM logo are all available online at [www.nbcam.org](http://www.nbcam.org). We encourage those who are conducting awareness programs in October to utilize the materials on the NBCAM website. We also invite visitors to the website to click on our list of Board of Sponsor members (located on the left side of the home page) for more information and materials about breast cancer, breast cancer awareness efforts and early detection.

*Dr. Nathanson is the national coordinator of National Breast Cancer Awareness Month.*

### Komen Champions... continued from Page 3

For example, the Mid-Kansas Affiliate of the Susan G. Komen Breast Cancer Foundation has conducted site visits at Sedgwick County Health Department in Wichita with Congressman Todd Tiahrt in July 2002 and at the United Methodist Mexican-American Ministries Clinic in Garden City with Senator Sam Brownback in August of 2004. Both visits were covered by the local NBC television affiliate. An article from The Garden City [KS] Telegram summarizes the event: [www.gctelegram.com/news/2004/august/14/story4.html](http://www.gctelegram.com/news/2004/august/14/story4.html)

Additionally, the Komen Pittsburgh Race for the Cure® hosted Congressman Tim Murphy at Family Health Council in Washington, PA in December 2003. The Northeast Louisiana Affiliate had Congressman Rodney Alexander tour Louisiana State University-Conway's medical facility.

The Sacramento Valley Affiliate brought Congressman Wally Herger to Richland Family Health Center in Yuba City, CA in May 2004. Like the Mid-Kansas Affiliate's visit to Garden City, the event in Yuba City showcased a clinic's success

in bringing Latino women into a program of regular mammography screening. Most recently, the Greater Cincinnati Affiliate hosted Congressman Rob Portman and his wife Jane Portman at Mercy Hospital Anderson, Center for Women's Health in Cincinnati, OH on August 16.

All of these events garnered considerable attention and offered a forum for delivering important breast health and breast cancer care information to women in need and their families. For more information on Komen Champions for the Cure™, and to take action in support of the fight against breast cancer, visit [actnowendbreastcancer.org](http://actnowendbreastcancer.org).

*Ms. Balma is the Director of Public Policy with the Susan G. Komen Breast Cancer Foundation in Washington, DC.*

### Virginia Mammography... continued from Page 4

For more information on the VHQC's mammography rates media campaign and copies of the media materials, contact Heidi Chadwick, VHQC Communications Specialist, at 804-289-5320, or email her at [hchadwick@vhqc.org](mailto:hchadwick@vhqc.org)

*Ms. Chadwick is a Communications Specialist with the Virginia Health Quality Center.*



**Susan G. Komen Kansas City Race for the Cure.** The 11<sup>th</sup> Annual Kansas City Race for the Cure took place on Sunday August 8, 2004. For the 4<sup>th</sup> year, the Centers for Medicare & Medicaid Services (CMS), Kansas City Regional Office team arose early and walked and ran among the more than 15,000 participants, including 1,000 cancer survivors. Pictured above, outside Union Station, are: CMS Regional Administrator Joe Tilghman; Karen Miller; Dr. Larry LaVoie; Debbie Read; Elizabeth, Cliff and Sue Lovett; Mari-beth Fonner and Dr. Annette Kussmaul. Other CMS participants (not pictured) included Leticia Barraza, Kathryn Coleman, Mandy Hanks and friend Clare Barnes, Jennifer, Cliff, and Courtney King, and Natalie Myers.

To read back issues of the **Not Just Once** Newsletter, please visit the website: [www.cms.gov/preventiveservices/1a.asp](http://www.cms.gov/preventiveservices/1a.asp)



## CMS' Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects focusing on older women. We encourage you to make contact with our coordinators listed below and learn more about how we can be of assistance to you.

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[mdillon@cms.hhs.gov](mailto:mdillon@cms.hhs.gov)



## Order Form - Mammograms NCI / CMS Materials



Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
		Email:		
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
<b>Mammograms... Not Just Once, But for a Lifetime</b> Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare Information. (maximum order 5000)	English Spanish	H496 H497	8.5 x 11	
<b>Mammograms for Older Women Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
<b>Mammograms for Older Women Bookmark</b> Includes slogan with medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information	English	C135		
<b>Mammogram Reminder Pad</b> A pad for clinicians with fifty tear-off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
<b>"Do it for yourself, Do it for your family"</b> Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the U.S. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the U.S. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage.	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

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Mail order form to:  
 National Cancer  
 Institute  
 P.O. Box 24128  
 Baltimore, MD 21227

*If receipt of your order is not confirmed the same day by fax or email, please re-send.*

*Orders take 7 - 10 days to process and deliver via UPS.*

or fax form to:  
 (410) 646-3117

*Call Paula Greenstreet in the Distribution Center at (410) 644-6538 for questions.*